



Will Koch Indiana Tourism Leadership Award

Award Information

About the award:

The Indiana Office of Tourism Development (IOTD), in conjunction with the Koch family, has established the Will Koch Indiana Tourism Leadership Award. The new award will:

1. Celebrate and pay tribute to Will Koch's many meaningful contributions to tourism, business and society;
2. Recognize outstanding accomplishments in economic and community development through tourism; and
3. Showcase the economic importance of Indiana's tourism industry.

The award is named after the late Will Koch, long-time owner and president of Holiday World & Splashin' Safari and chief executive officer of its parent company, Koch Development Corporation. It honors Mr. Koch's devotion to business and community and his lasting impact on the State of Indiana. A deserving Hoosier who demonstrates the following qualities will receive the award each year.

- Leadership qualities and ability to inspire others;
- Entrepreneurial spirit and willingness to invest in Indiana;
- Commitment to tourism and business development in Indiana;
- Dedication to improve Indiana's travel and tourism profile; and
- Distinguished service to community.

Nomination process:

The deadline for nominations is January 10, 2010. A committee will review all nominations and make a selection. Notification will be given by February 10, 2010. The award will be presented at the Hoosier Hospitality Conference in March.

Nominations must include the following:

- Completed nomination form;
- Letters of support; and
- Résumé, extensive biography or related documents.

Click [here](#) to complete the nomination form. When finished, print a copy for your records and then hit the "Submit by Email" button at the bottom of the nomination form. Before sending the email, be sure to attach letters of support, a resume or extensive bio for the nominee and other related documents. You must send the email to submit the form. **All documents must be submitted by 4 pm EST on Monday, January 10. Late nominations will not be accepted.**

Direct any questions or concerns to:

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Please note that a nomination will be valid for two years. There is no need to resubmit a nomination, unless the nominator chooses to do so, twice in two years. If a nominee does not receive the award in two consecutive years following the nomination, another nomination form must be completed and submitted.

Will Koch:

Born and raised in Santa Claus, Koch graduated from Notre Dame University and received his master's degree from the University of Southern California. Under his leadership, Holiday World & Splashin' Safari have become an award-winning destination with annual visitation exceeding one million per year. The park's economic impact on Spencer County is \$161.7 million. Koch also served as president of the Lincoln Boyhood Association, which worked with the State of Indiana to reopen the Lincoln Amphitheatre in 2009 with a new drama honoring the bicentennial of Abraham Lincoln's birth. In addition, he helped initiate and lead a grassroots campaign to "Save Indiana Summers" and address the effects of an ever-earlier school start date. He passed away in June 2010 at age 48.

Indiana's tourism industry:

Tourism is a big industry comprised of many small businesses that provide positive and significant contributions to Indiana's economy. Annual spending from more than 62 million visitors exceeds \$10 billion in Indiana. The industry generates more than \$1 billion in local and state tax collections from visitor expenditures. It also creates one in 10 jobs and employs approximately 257,000 Hoosiers.